Industry minutiae

Answers to Auto Trivia quiz

1. 1897, Olds Motor Works.
2. All were names of Chevrolet "dream cars" before they were applied to production models.
3. Tuba.
4. Metta U. Woodward.
5. Amelia Earhart.
6. A '57 Plymouth hardtop.
7. It will be awarded to the person who in 1957 made the closest prediction of Tulsa's population in 2007.
8. Aug. 27, 1925, in New York.
9. 1938.
10. Manager of the Detroit bureau.
11. Brooks Stevens (Excalibur).
12. The Tucker 48.
13. DeSoto.
14. Ford Motor Co., 1907.
15. Ernest R. Breech joined Ford Motor Co. as chairman.
16. Less than 5 cents a barrel.
17. Walter P. Chrysler started the Chrysler Institute in 1931 in reaction to graduates of engineering schools who didn't "think cars," in his opinion. The institute featured a two-year program leading to a master's degree.
18. Zhiguli (named for a mountain range near the Togliatti assembly plant).
19. Skoda, Czechoslovakia; Wartburg, East Germany.
20. 1961. The order was made in late 1960, but there was a 1961 DeSoto. In fact, Chrysler paid a $300 rebate on '61 and '60 models in stock when the stop order was given.
21. Nine.
22. Two.
23. Lee Iacocca (Ford and Chrysler), Bunkie Knudsen (Ford and White), Ed Cole (GM and Checker) and Gene Cafiero (Chrysler and DeLorean).
24. David D. Buick.
25. William Steinway, whose plant on Long Island built the Daimler.
26. Oct. 1, 1940.
27. Chrysler Corp. had no chairman from 1940 to 1950, when K. T. Keller became chairman, or from 1956 to 1960, when L. L. (Tex) Colbert became chairman. So the correct answer is no one.
28. Adams, Carter, Cleveland, Ford, Harding, Harrison, Jackson, Lincoln, Monroe, Pierce, Roosevelt, Taft, Washington, Madison, Johnson, Wilson, Kennedy, Hoover.
29. King (William R., 1853), Hamlin-Holmes (Hannibal Hamlin, 1861-65), Fairbanks-Morse (Charles W. Fairbanks, 1905-09), Wilson (Henry Wilson, 1873-75), Curtis (Charles, 1929-33), Marshall (Thomas R., 1913-21), Bush (George, 1981-present).
30. Vice President Richard M. Nixon, who delivered a major foreign policy address, first ever by a vice president.
31. Stout Scarab, 1935.
32. Plymouth, 1937.
33. New York and Ohio Co., Warren, O.
34. 1949; two.
35. A pelican, an ancient symbol of the Christian church and used in coats of arms (including Packard's) where it is called a pious pelican. After objections from some people whose coats of arms bore the pelican, Packard set the record straight in 1949 in a staff memo which stated the correct identification was pelican, not cormorant.
36. 1933, in Dayton, O.
37. Flint, Mich.
38. British sculptor Charles Sykes, a member of the Royal Academy, in 1911.
39. He was the first Englishman to die in an air crash.
40. H. O. Koller, Reading, Pa., who was franchised to sell Winton cars in 1898.
41. Joseph W. Jones; 1901 Oldsmobile.
42. Packard; Albert Kahn; Detroit.
43. 1915; $50.
44. 1923; Dayton, O.; General Motors Research Corp.
45. Wills-St. Clair, 1921.
46. The St. Louis Southwestern (Cotton Belt) Railroad and the Cherokee Indian Nation.
47. W. H. Van Tine.
48. Addison Ford cemetery, a small family plot at Greenfield and Joy Road in Detroit.
49. Enger, 1916.
50. Thomas B. Jeffery, whose company later became Nash Motor Co., and Edward (Ned) Jordan, who entered the auto business with the Jeffery Co. after marrying the owner's daughter, then left to organize his own company to build the Jordan Playboy, of "somewhere west of Laramie" fame.

Photos

A. Hispano-Suiza.

B. 1937 Austin Bantam, built in Butler, Pa. The car was built from 1930 to 1941. After 1937, it was called the American Bantam.

C. 1927 LaSalle, said to be the first car completely designed by a stylist, Harley Earl.

D. 1923 Rolls-Royce American Ghost which belonged to President Woodrow Wilson.

E. It was the first Chrysler New Yorker, a series still in production today.

F. A 1967 Lamborghini P-400 and a 1927 Bugatti Royale with body by Kellner.

G. Pontiac Banshee, which was widely rumored to be the name of Pontiac's 1967 answer to the Ford Mustang. The production car was, however, named the Firebird.

H. Liz Carmichael, a Dale prototype, 20th Century Motor Car Corp.

Captain Trivia wishes to acknowledge the valued assistance of these experts in automotive minutiae: Jim Wren, patents department, MVMA, Detroit; David L. Lewis, professor of business history, University of Michigan, Ann Arbor; B. J. Hartford, corporate affairs manager, and Herman L. Smith, historical consultant, Ford Motor Co. of Canada, Ltd.; David R. Crippen, Ford Archives, Edison Institute, Dearborn, and William T. Simpson, 1982 Automotive News Trivia Quiz winner, Richmond, Va.

Tom Nick signs with Pontiac

Thomas F. Nick, seated, of Tom Nick Motors, Inc., Boonville, Mo., signs his Pontiac sales and service agreement while H. T. Ridsdale, left, manager of Pontiac's St. Louis zone, and Raymond M. Johnson, Pontiac district sales manager, look on.

Pfeiffer donates electric car to Northwood

MIDLAND, Mich.—Dan Pfeiffer, president of Pfeiffer Lincoln-Mercury, Grand Rapids, Mich., and past president of the Michigan Automobile Dealers Assn., donated an electric car to Northwood Institute.

The Lectric Leopard, which was displayed at Northwood's 19th Annual Auto, Truck and Parts Show, will be used in the school's auto marketing courses and as a showpiece, a school spokesman said.

IMPORT SALES BY MODEL

	Dec., 1982	Dec., 1981	12 Mos., 1982	12 Mos., 1981
Alfa Romeo	240	268	2,194	2,301
Audi	3,650	4,587	45,954	50,817
4000	892	1,223	13,164	18,644
4000d	323	254	3,172	297
5000	1,360	1,727	16,721	17,610
5000d	30	406	1,394	6,137
5000 Turbo	310	560	4,130	5,576
5000 TD	303	.....	2,849	.....
Coupe	370	417	4,235	2,553
Quattro	62	.....	289	.....
BMW	6,215	4,225	52,393	41,761
320	3,859	2,766	36,462	31,902
528	1,450	871	10,539	6,267
633	247	161	1,515	1,138
733	659	427	3,877	2,454
Chrysler/Mitsubishi	7,074	8,289	102,227	110,940
Colt	4,810	6,404	75,031	84,924
Sapporo	1,283	875	13,068	13,326
Challenger	981	1,010	14,128	12,690
DeLorean	.....	644	2,830	3,009
Fiat	573	1,224	14,113	32,186
Strada	114	318	4,478	6,873
Brava	60	245	2,452	7,380
X1/9	112	205	2,359	6,343
Spider	287	456	4,824	11,570
Miscellaneous	.....	.....	.....	20
Honda	28,086	27,082	365,865	370,705
Civic	9,777	10,313	132,469	154,696
Accord	16,749	14,082	195,524	172,557
Prelude	1,560	2,687	37,872	43,450
Isuzu	1,359	1,203	15,462	17,805
Jaguar Rover Triumph	1,219	819	10,349	18,937
XJ-6	1,072	469	8,904	4,444
XJ-S	147	84	1,409	232
MG	.....	49	.....	3,712
Rover	.....	53	.....	781
Triumph	.....	164	.....	9,768
Lancia	124	50	1,174	1,068
Mazda	13,285	10,278	163,150	166,088
GLC	4,020	3,481	54,348	62,195
626	4,838	3,768	58,740	60,475
RX-7	4,427	3,029	50,062	43,418
Mercedes-Benz	7,399	6,416	65,963	63,059
240D	1,323	1,481	13,480	14,612
300D	2,225	1,591	17,263	13,686
300CD	183	152	1,726	1,432
300TD	311	352	2,896	3,330
300SD	1,757	1,463	16,686	16,292
280E	.....	17	34	1,186
280CE	.....	9	2	590
380SEL	531	287	3,691	2,436
380SL	895	927	8,402	7,998
380SEC	71	96	1,761	1,402
Miscellaneous	3	1	22	93
Mitsubishi	1,260	.....	3,950	.....
Starion	362	.....	1,164	.....
Cordia	454	.....	1,471	.....
Tredia	444	.....	1,315	.....
Nissan	39,779	33,059	470,246	464,805
210	147	10,575	59,664	159,939
Sentra	15,609	.....	131,789	.....
310	1,010	3,439	43,562	77,980
Pulsar	4,763	.....	9,251	.....
510	.....	4,383	.....	37,558
Stanza	4,597	.....	59,152	8,523
Maxima	5,532	3,587	54,187	35,853
200SX	2,759	4,686	48,436	77,062
280SX	4,359	5,209	57,260	62,800
Hawaii	1,003	1,160	6,552	4,990
Other	.....	20	393	100
Peugeot	1,219	1,229	14,323	16,937
504D	88	.....	1,547	.....
505	544	220	4,985	2,274
505D	32	228	716	4,618
505TD	426	674	5,979	9,248
604TD	115	99	820	474
Tourist	14	8	276	201
Other	.....	.....	.....	111
Porsche	1,501	1,258	14,407	11,241
924	.....	359	1,677	3,251
924 Turbo	2	188	644	1,937
944	831	.....	5,125	.....
911SC	462	478	4,784	4,034
928	206	233	2,177	2,019
930 Turbo	.....	.....	.....	.....
Renault	2,031	2,037	37,540	30,869
Le Car	943	615	20,101	19,336
18i	181	1,422	7,559	11,533
Fuego	907	.....	9,880	.....
Rolls Royce	.....	908	.....	1,158
Saab	1,425	1,287	18,463	14,613
99	.....	2	1	316
900	357	251	4,468	2,226
900S	304	292	4,055	4,640
Turbo	744	742	9,655	7,323
Tourist	20	.....	284	108
Subaru	11,594	11,207	150,335	152,062
Toyota	46,147	41,773	530,246	576,491
Starlet	1,151	1,783	19,339	32,825
Corolla	13,095	13,731	175,199	241,603
Tercel	13,976	9,811	135,986	121,328
Celica	9,556	9,341	115,690	103,879
Supra	2,785	2,377	34,046	16,146
Corona	4	1,150	3,109	22,337
Cressida	3,718	2,364	37,448	29,583
Land Cruiser	312	265	3,088	2,027
Hawaii	1,550	951	6,431	6,704
Miscellaneous	.....	.....	.....	59
Volkswagen	6,246	5,214	67,352	82,173
Rabbit Convertible	787	683	8,985	12,114
Jetta	1,708	1,900	20,301	27,972
Vanagon	1,069	798	12,847	10,882
Quantum	1,263	426	11,362	2,325
Dasher	11	325	627	11,852
Scirocco	1,408	1,082	13,227	17,043
Volvo	3,401	3,080	72,375	64,477
DL	1,548	1,686	39,430	39,288
GL	641	459	11,525	10,228
GTL	.....	65	197	3,562
GTL Turbo	625	434	10,216	3,636
GLE	116	127	2,685	4,032
DL Diesel	.....	56	516	1,522
GL Diesel	420	213	6,889	432
Coupe	.....	15	78	1,126
Tourist	19	25	807	374
760	32	.....	32	.....
GT	.....	.....	.....	277
TOTAL IMPORTS	183,827	2,221,818	165,219	2,326,376

Study looks at job gains and losses

Michigan seen as robotics leader

LANSING. — Michigan has a chance to be a worldwide leader in robotics and may become an important training center for robotics technicians and engineers, according to a State of Michigan study.

Robotics: Human Resource Implications for Michigan is the first study to consider both job creation and job displacement. The study, conducted by the W. E. Upjohn Institute for Employment Research, of Kalamazoo, said that by 1990 about 13,500 to 24,000 jobs in Michigan would be lost to robotics.

However, the study said that depending on sales and the state's market share of the robot industry, another 5,000 to 18,000 new jobs could be created in the state.

The study suggested that current perceptions of both the robot population and robotics employment are vastly exaggerated. Conducted for the Michigan Occupational Information Coordinating Committee (MOICC), the study said there are about 6,800 robots in use in U. S. industry and only 2,000 workers producing new robots.

By 1990, U. S. robot population is expected to be 50,000 to 100,000 units with approximately 7,000 to 12,000 robots in use in Michigan.

Generally, current workers are not expected to be put out of work by robots. Reductions in force will be achieved through attrition.

• The study said the auto industry, the biggest user of robots, will lose 75 percent of all jobs lost to industrial robots in Michigan. However, it is expected that most of the robotics-related jobs in the auto industry would go to those already employed, since recent contracts emphasize job security.

Even though the authors expect a 30 to 40 percent annual growth rate for the robotics industry, they said expansion could be compromised by a shortage of electrical, industrial and mechanical engineers.

The study cautioned that if training of technicians is not monitored carefully, an oversupply may emerge. Excluding the auto industry, only 750 to 2,700 robotics technicians will be needed in Michigan by 1990.

MOICC Chairperson and State Labor Director S. Martin Taylor said the study was conducted to counteract some of the confusing information on how many jobs would be lost or created through the introduction of robotics.

"In spite of all the scientific and media attention robotics has received, there was very little good information available to counsel jobseekers and students, and to advise training program administrators," Taylor said.

The Upjohn Institute is continuing its study of the impact of robots, focusing more on the entire U. S. economy.

MOICC is a federally funded interagency program responsible for improving occupational information.

GM restructures its component works in UK

MILTON KEYNES, England. —General Motors has changed the organizational structure of its UK automotive component operations.

GM said the move is in line with its efforts in recent years to more fully integrate its worldwide component operations.

The operations involved include four GM, Ltd., plants in England: AC Spark Plug Operations in Liverpool and Southampton, Delco Products in Dunstable and Saginaw Steering Gear in Hendon; and two Fisher Body, Ltd., plants in Northern Ireland in Dundonald and Kennedy Way, Belfast.

These units are now divisions of newly formed U. S. corporations that fall under the overall responsibility of GM Overseas Corp. and are directly affiliated with GM's respective component divisions.

This change is expected to improve the long-term viability of the UK component operations by strengthening their capital base and creating new market and product opportunities, GM said.

In line with the restructuring of the manufacturing operations, those central administrative activities provided by GM, Ltd., in England are now supplied by a division of GMOC Administrative Services Corp.

Other marketing activities, including Detroit Diesel Allison, which were not represented by a component division, are part of GMOC Administrative Services Corp.

South Carolina dealers boost dues for 1983

COLUMBIA, S. C.—The South Carolina Automobile and Truck Dealers Assn. has increased its dues for 1983. The new fees are $1.25 per new vehicle sold at retail with an annual minimum of $125 and a maximum of $750. For exclusive heavy-duty truck dealers, the rates are $2 per unit sold with a minimum of $144 and a maximum of $750.

The old structure was $1 per unit with a $96 minimum and a $500 maximum. For heavy-truck exclusives, it was $2 per unit with a maximum of $500.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

NOVEMBER 1982 VERSUS NOVEMBER 1981

	1982 November	1982 Year	1981 November	1981 Year
AMC Spirit	821	15,788	1,911	32,485
Concord	1,449	21,651	2,603	40,346
Concord SW	666	7,861	1,209	13,832
Eagle 4WD	469	5,380	532	6,016
Eagle 4WD SW	1,927	16,723	1,797	14,860
Eagle SX4 4WD	878	9,990	1,197	16,280
TOTAL AMC	6,210	77,393	9,249	123,819
Chrysler LeBaron '81			829	31,986
LeBaron '81 SW			83	5,187
LeBaron FWD	5,731	71,029	3,337	4,023
LeBaron SW FWD	958	7,623		1
E Class/NY FWD	2,453	4,556		
Cordoba	1,341	14,138	1,632	23,541
Newport			55	4,105
New Yorker '81			66	5,601
NY/NY Fifth Ave.	5,715	54,331	1,497	2,682
Imperial	214	2,374	310	4,640
Total	16,412	154,051	7,809	81,766
Plymouth Horizon FWD	5,047	67,105	7,719	122,437
Turismo FWD	1,999	7,663		
Reliant FWD	9,221	94,042	9,938	133,577
Reliant SW FWD	3,809	37,015	4,077	50,382
Gran Fury '81			52	6,692
Gran Fury	799	14,693	375	734
Total	20,875	220,518	22,161	313,822
Dodge Omni FWD	4,519	57,846	7,728	102,285
Charger FWD	2,272	12,070		
Aries FWD	7,352	68,938	8,293	103,483
Aries SW FWD	3,021	30,173	2,982	37,991
Dodge 400 FWD	2,434	24,299	1,005	1,230
Diplomat	1,833	21,779	1,275	22,449
Diplomat SW	2	72	52	2,588
Mirada	646	6,663	1,152	13,867
Dodge 600 FWD	1,385	2,277		
St. Regis			84	4,963
Total	23,464	224,117	22,571	288,856
TOTAL CHRYSLER CORP.	60,751	598,686	52,541	684,444
Ford Escort FWD	20,021	228,439	16,383	163,127
Escort SW FWD	7,133	72,820	6,790	104,606
EXP FWD	3,240	34,767	5,294	47,519
Pinto			60	9,329
Pinto SW			12	2,754
Fairmont	10,461	112,783	9,493	134,240
Fairmont SW	18	2,040	1,146	43,807
Tempo FWD	4	6		
Granada	3,175	58,693	7,204	92,206
Granada SW	1,386	32,599	2,545	4,221
LTD	4,955	6,694		
LTD SW	1,536	1,967		
LTD '82	1,539	43,248	2,935	47,132
LTD Crn. Victoria	6,392	44,761	3,491	36,200
LTD Crn. Vict. SW	1,549	18,456	1,551	17,746
Mustang	10,463	104,953	11,375	144,779
Thunderbird	2,742	40,333	4,313	65,103
Total	74,614	802,559	72,594	912,769
Lincoln Town Car	4,929	34,647	2,556	26,446
Mark VI	2,600	22,784	2,192	27,427
Continental	2,382	19,396	1,354	2,155
Total	9,911	76,827	6,102	56,028
Mercury Lynx FWD	5,107	68,076	6,174	57,419
Lynx SW FWD	1,611	18,797	2,151	30,494
LN7 FWD	843	11,547	1,565	15,630
Capri	2,909	26,928	3,110	45,154
Bobcat			7	2,114
Bobcat SW			1	484
Zephyr	3,448	36,176	2,785	39,953
Zephyr SW	5	809	350	10,936
Cougar	1,373	27,507	3,540	39,695
Cougar SW	450	12,859	1,219	2,115
Marquis	1,760	2,170		
Marquis SW	1,097	1,460		
Marquis '82	250	7,136	568	7,129
Marquis Brougham '82	379	14,290	1,093	11,363
Grand Marquis	5,397	34,285	2,458	21,720
Marquis '82 SW/G Mrq. SW	914	8,601	734	6,421
XR7	1,006	14,828	1,760	27,019
Total	26,549	285,469	27,515	317,646
Lincoln-Mercury Div. Total	36,460	362,296	33,617	373,674
TOTAL FORD MOTOR CO.	111,074	1,164,855	106,211	1,286,443
Buick Skylark FWD	11,795	131,499	17,209	185,376
Skyhawk FWD	4,927	38,794		
Skyhawk SW FWD	263	372		
Century FWD	11,151	82,776	51	58
Regal/Century	18,736	189,266	22,001	296,913
Regal/Century SW	1,187	13,036	930	14,039
LeSabre	2,729	26,989	1,891	20,798
LeSabre Limited	5,785	55,630	4,122	42,675
Electra	5,923	51,332	5,348	51,091
Buick SW	1,325	13,281	896	9,698
Riviera FWD	4,556	38,444	3,928	43,014
Total	68,377	641,419	56,376	663,662
Cadillac deVille	11,287	97,612	8,055	90,122
Cimarron FWD	1,282	11,407	2,492	11,537
Fleetwood & Chas.	3,699	33,793	3,132	31,792
Eldorado FWD	5,520	49,424	4,840	48,149
Seville FWD	2,452	20,067	2,095	21,069
Total	24,240	212,303	20,614	202,669
Chevrolet Chevette	20,226	211,734	16,339	327,218
Camaro	14,349	155,518	3,336	91,042
Monza			55	16,047
Cavalier FWD	8,524	81,367	10,514	48,256
Cavalier SW FWD	2,722	23,712	2,715	15,032
Citation FWD	15,861	168,660	23,659	278,824
Malibu	4,729	59,600	9,534	144,314
Malibu SW	4,448	37,932	3,762	52,437
Celebrity FWD	11,747	82,639	2	2
Monte Carlo	9,063	87,265	11,643	149,911
Impala	3,229	46,139	4,723	56,719
Caprice	10,530	91,804	9,170	90,226
Chevrolet SW	4,008	39,935	3,309	41,070
Corvette	1,677	19,528	1,732	28,036
Total	111,113	1,105,833	100,493	1,339,134
Oldsmobile Omega FWD	6,186	65,878	8,830	102,410
Firenza FWD	2,816	23,063		
Firenza SW FWD	232	308		
Cutlass Ciera FWD	13,411	96,120	88	103
Cutlass Salon '81			10,685	144,591
Cutlass Sup./Calais '81			18,352	246,651
Cutlass Sup./Calais	22,375	233,674	9	9
Cutlass SW	1,767	18,168	1,882	28,449
Delta 88	608	7,609	828	10,944
Delta Royale	12,771	131,747	8,655	115,163
98	8,658	75,410	7,961	71,769
Oldsmobile SW	1,714	17,720	1,263	15,700
Toronado FWD	3,391	28,967	2,872	33,797
Total	73,929	698,664	61,445	769,586
Pontiac 1000	4,134	44,838	4,472	48,511
Firebird	8,823	86,437	1,924	49,898
Sunbird			65	28,156
2000 FWD	3,969	42,696	5,419	35,904
2000 SW FWD	731	7,407	914	6,317
Phoenix FWD	4,058	43,644	6,508	77,192
LeMans/Bonneville	5,137	53,593	4,631	46,658
LeMans/Bonneville SW	1,163	13,045	1,314	21,297
6000 FWD	6,806	44,709	20	22
Grand Prix	6,387	73,774	8,868	118,915
Catalina	7	451	239	5,869
Bonneville '81	15	1,690	1,360	36,971
Bonneville Brougham '81	17	1,472	1,171	28,675
Pontiac SW	5	469	306	7,612
Total	41,252	414,225	37,213	511,997
TOTAL GM CORP.	318,911	3,072,444	276,141	3,487,048
(Checker)	113	2,023	327	2,705
Misc. Domestic	135	2,318	371	3,247
Domestic Station Wagon Total	45,647	455,260	43,992	560,076
Domestic Grand Total	497,081	4,915,896	444,513	5,585,001
Import Total	180,558	2,073,193	169,227	2,247,398
Grand Total All Registrations	667,639	6,988,889	613,740	7,832,399

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Registrations not available for Oklahoma.

Used car sales
Auction Averages

January	$4,646
Month ago	$4,505
Year ago	$5,021

Classified Want Ads Bring Quick Results

Japanese launch electric-vehicle project

TOKYO.—A campaign to develop a practical electric car by 1986 has been launched in Japan by two government agencies and 11 private firms.

Prime target, according to the Japan Economic Journal, will be the development of a truck that can carry heavy loads 55 to 65 miles at a top speed of 40 miles per hour.

The newspaper said it is hoped that the research project also will develop a passenger car with a range of 125 miles that could reach a top speed of 60 MPH.

Participating in the program will be the Ministry of International Trade and Industry, the Agency of Industrial Science and Technology; Toyo Kogyo Co.; Daihatsu Motor Co., and nine battery and electric firms.

Adequate development of a storage battery for the proposed vehicles is considered a key to success of the project. The project is expected to work on the development of either nickel-zinc or nickel-ferrochrome.

Auction Averages

	January	December	November
1983	$10,679		
1982	7,253	$6,811	$6,961
1981	5,844	6,157	6,141
1980	4,814	4,811	4,904
1979	4,235	4,148	4,479
1978	3,175	3,125	3,424
1977	2,573	2,649	2,822
1976	1,679	2,021	2,001
OVERALL AVERAGE	$4,646	$4,505	$4,569

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Industry consolidates after a tough year

Japanese makers poised for upturn

Continued from Page 1

effect on Nissan's sales worldwide, it did affect Nissan's plan to build a factory in Britain.

Nissan's plan to become a multinational was — and is — the dream of president Takashi Ishihara, who does not expect Nissan to reap the rewards until 1990. But opposition to the British project came from chairman Katsuji Kawamata and middle managers who are close to the trade union movement.

Ishihara admitted that there had been opposition to the project from the unions in January when he said, "The unions were against the UK project because they lack information from Nissan management. I intend to have more dialog with the unions, and most of the information from the UK will be passed to them."

It was argued by those opposed to the project that because Nissan was losing market share in Japan it should concentrate on building a better sales network there. Then, it is expected that Nissan will need to put some more money into Fuji Heavy Industries, in which it has some equity, in the future — it is just a question of when.

Fuji is too small a car maker to be able to sell at competitive prices — it already assembles some Nissans — and it has been losing market share with its now-dated 1.6-1.8-liter models in Japan. So, Nissan needs to have capital available to boost its domestic sales network, and to take a bigger stake in Fuji.

On top of that came the failure of the Stanza, the car Nissan had earmarked for UK production. Demand is such that to produce it in Britain would leave virtually none to be produced in Japan.

While Nissan has suffered, Toyota has gone from strength to strength. In July, Toyota Motor Sales and Toyota Motor Co were merged into Toyota Motor Corp. (TMC), which is strengthening the organization. That will lead to a more cohesive model policy.

But more important, Toyota got its marketing right. Instead of switching wholeheartedly to front-wheel drive in the 1.6-2.0 liter class, it introduced new rear-drive Corona and Carina models. These continued to be big sellers, whereas the front-drive Camry/Vista models sell in lower volumes.

With the Cressida, these models dominate the 1.5-2.0 liter class in Japan in a very profitable way. In fact, in 1982, Toyota sold 493,000 cars in this class in Japan, whereas Nissan's models accounted for about 330,000 units.

• In the smaller class, Toyota's new Tercel range, sold as Tercels, Corsas and Corolla IIs in Japan, were also far more successful than the old ones, and helped boost sales in this class in the same way as the new Pulsar range has for Nissan.

Toyo Kogyo continues to sell the Mazda GLC in incredible numbers worldwide, and in a few months it topped the sales charts in Japan, too, although over the year it remained in third place. On the other hand, the big 929, sold as the Luce and Cosmo, was less successful, although it has sold better than the old models.

In the autumn, TK launched the new front-wheel drive 626, an excellent front-wheel range of sedan, coupe and hatchback. In Japan, sales started strongly, and are likely to receive an extra boost from the fact that the 626 was chosen as Japan's Car of the Year (only Japanese cars are eligible).

Honda, which has set itself the target of increasing sales in Japan by 50 percent, seems well set to achieving that target, thanks mainly to the City. Now that it is available in turbocharged form, the City is selling at well over 10,000 units a month, and in December, 1983, shocked Nissan and Toyota with sales of over 16,000.

Soon, Honda wil start to export the City at about 3,000 units a month, with both Europe and the U. S. being eyed as big markets.

• The new Accord — also sold as the Vigor in Japan — started off well, but in the middle of the year, sales fell back. Demand in export markets, though, is still very strong.

Whether the all-new Prelude, an intelligent attempt at producing an interesting coupe with usable performance, will boost sales as Honda plans, is not certain. The sales target of 2,000/month in Japan seems optimistic in view of the fact that the car is being sold by Honda's Verno sales chain, which is very small.

If Honda stayed on course, Mitsubishi did not. In Japan, none of its new models except the Pajero 4WD has been a success. The Starion, Tredia and Cordia all suffered from styling that did not appeal.

Ironically, the Starion's styling is too aggressive — and its interior too cramped — for most Japanese.

The other two models suffered from being grown-up Colt hatchbacks mechanically, and from dullness. Thus, together, these cars, which are also reported to have suffered some quality problems in Europe, have been selling at the rate of about 2,500 a month altogether in Japan — about 25 percent of the planned rate.

But 1983 should be a completely different year. True, sales in Japan are expected to rise by 2-3 percent at most. But there is little doubt that over the past couple of years, the competitiveness of the Japanese industry has increased enormously, with wider model ranges and with more modern factories.

They are continually installing modern automated equipment, with robots being used now for most body welding. They are starting to use robots for paint spraying — but some men are still needed — and for one or two simple assembly jobs, such as fitting front seats into cars, and installing the spare wheel in the trunk.

• Then, there are the new factories. Toyota started operating its new Tahara factory a couple of years ago, TK has just opened its Hofu plant to build the 626 — with a claimed 40 percent reduction in manhours/car.

Nissan built a new factory within the Murayama complex for the March/Micra, and has completely remodeled plants to build the new range of engines. Clearly, it is ready for any turnaround in sales.

With a number of projects due to come on stream this year, Nissan is optimistic. In the U. S., it will start to produce pickup trucks at the Smyrna (Tenn.) plant. The plan is to build 15,000/month, and despite some fall-off in sales recently, as the Big Three's trucks started to take sales, Nissan is optimistic that demand will meet output.

In Europe, ARNA, the joint venture between Nissan and Alfa Romeo will start to build Pulsar bodies for a new small car — called Cherry Europe — to be assembled by Alfa Romeo, and powered by the Alfasud engine. The planned production rate is 60,000 a year. Some of these cars will be sold in Europe by Alfa Romeo as well as Nissan dealers.

In addition, Nissan will start to build the Volkswagen Santana in Japan in the fall. The plan calls for about 4,000 to be sold in Japan monthly, to open up a new market sector.

Also, this year, Nissan is hoping for big things from the March/Micra. Demand from the European dealers is well in excess of the 3,000/month the company plans to export, while in the first month in Japan, sales exceeded the 14,000 mark — against a target of 10,000.

Nissan will mark its 50th anniversary in 1983, so the company is planning a spectacular sales attack. A lot of new models are promised, including a new 280-ZX, with aluminum V-6 3-liter engine, and a new Bluebird.

Against that, Toyota will be introducing a new Corolla, expected to be built on the underbody of the Tercel, so that front-, rear- and four-wheel drive models can be produced. There are rumors of a small mid-engined sports car, while the Starlet is also likely to be rebodied.

Daihatsu, Toyota's affiliate, which has been facing a tough time recently, is just introducing a new Charade. With a much more roomy, square body, and the option of a one-liter diesel engine, this should offer strong competition to the Nissan Micra and Honda City.

Mitsubishi will also introduce a replacement for the Colt 1400 hatchback — larger than the present model — and a dual-purpose vehicle similar to the Nissan Prairie.

Honda is facing a testing year, as production of the Accord at Marysville, O., gets into full swing, but at least this will give it much needed extra production capacity. This year, Honda plans to build 65,000 Accords at Marysville, but is not expecting to increase the number of exports of fully built-up cars to the U. S.

Also, on the international front, Honda's deal with BL to produce the XX car starting in 1985 should make a lot of progress this year.

Meanwhile, TK seems to be

Continued on Page 52, Col. 4

Japan's car of the year

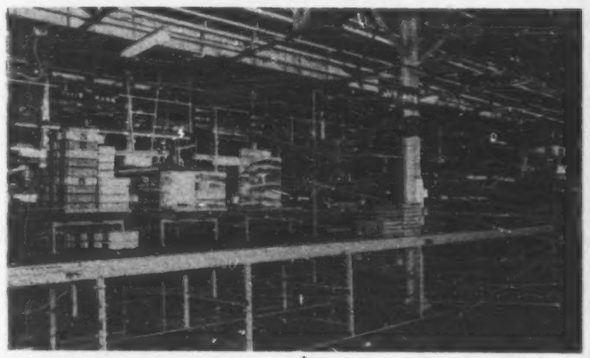
Mazda Capella (626), Japan's Car of the Year, is expected to help increase sales of front-drive cars in Japan.

Nissan's market leader

Nissan Sunny (Sentra) was the second-biggest seller in Japan in 1982. Strong sales of Sunny made up for disappointment in the Stanza range.

On the line in Japan

Kawasaki Unimate robots are used extensively in Japan to weld up bodies. No human workers are visible as these bodies move down the line.



Just in time

Japanese auto factories gain efficiency from low stocks and frequent deliveries of parts. Here, suppliers can drive their trucks into the plant and unload so that parts are stored near the assembly line. Note the scanty supplies on hand.

A leader at home

The Toyota Corona is one of Toyota's biggest sellers in the two-liter class in Japan.

To sustain sales momentum

Buick, Olds revamp ad strategy

By Joseph Bohn
Marketing Editor

Buick and Oldsmobile have reworked second-quarter advertising and media strategy to sustain momentum.

Buick, as previously reported, will be a United States Football League sponsor, with three minutes' time in 10 of 20 regular season games beginning March 6 and 1½ minutes in the playoff.

Buick is also using a "combination of split runs" in some of its news weekly ads. Essentially, it still buys the full national page, but that page might carry LeSabre in one area of the country, Century in another, Skylark in a third.

Different print ads and copy come off the same national page to display products in areas where "they have the greatest sales potential," said Ned Sale, vice president-account supervisor at McCann-Erickson, Buick's agency.

Ford Division did something similar in the second quarter of 1982, according to industry sources. Ford had four or five versions of ads.

Advertisers pay a premium for such a run because of extra production costs, but apparently find it worth the expense because of the more precise audience targeting.

Meanwhile, Buick created four new commercials.

One for Skyhawk teams Buick's hawk symbol with the car. There is a road shot of the Skyhawk maneuvering through mountain roads, with the bird superimposed flying above the car.

"Hawks are known for power and maneuverability, and their form enables them to move through the air with great ease," says the voiceover, pointing up Skyhawk's "certain indefineable spirit of freedom."

• A humorous new high-tech Century commercial features a "high-tech" man, using his wall full of computers to punch out stock market reports, etc.

Periodically, a robot hands him a cup of coffee, straightens his tie, etc., as the analogy between the high-tech individual and the state of the art Century ("advanced electronics, computer-design, front-drive") continues.

A voiceover concludes, "Happily, one human quality today's technology never replaces . . . the sheer pleasure of driving a Buick," as the high-tech man turns down the robot's offer to be of assistance in driving.

LeSabre's popularity, derived from traditional value and full-sized comfort, is touted in a commercial showing different examples of garages all over America.

"A comfortable full-size auto . . . with considerable class is why . . . every morning in garages across America, people start their day by starting their Buicks," says commercial.

"Buick LeSabre. It's earned its way into the hearts and garages of America for good reason."

As part of its marketing effort, Buick is supplying the Indy 500 pace car—a twin turbo Riviera convertible. It will sponsor the Indy 500 on network radio and do print ads on the pace car for various Indy 500 publications, Sale said.

Buick is also working on a new technology ad which is part of its generic campaign on Buick as the "high-technology division" at General Motors, Sale added.

In media, Buick will sponsor the Academy Awards for the fifth year in a row.

Meanwhile, at Oldsmobile, January-May includes a heavy schedule of national network prime-time TV and news spots and a "series of TV programming which concludes with the final M*A*S*H episode," expected to attract 97 million viewers in a two-hour special in February, said Palmer E. (Butch) Bunker, ad manager.

Oldsmobile is also running a heavy schedule in mass circulation and special interest magazines and in the Wall Street Journal and Barron's, Bunker added.

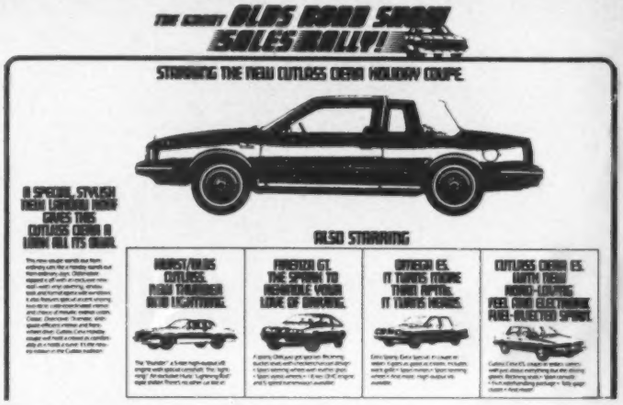
Oldsmobile received rousing 70 percent dealer sign-up for its "Great Olds Road Show Sales Rally" drive which offers cooperative advertising for dealers in newspaper and TV.

Essentially, Olds pays for one 1,200-line newspaper ad for every two bought by the dealer, with a 4,800-line dealer maximum; also, 250 gross rating points of TV for every 500 GRPs bought by the dealer.

Advertising spending for 1983 is expected to increase 12 percent from last year, according to Oldsmobile.

Olds has two new commercials for Cutlass Ciera. Other Cutlass Ciera, Cutlass Supreme and Olds 88 commercials continue unchanged on TV.

Cars such as the Olds 98 and Toronado, described as belonging to Olds' "high group," are "better received in magazine than TV," Bunker added, and will continue to be heavily promoted in print.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Olds Road Show

Oldsmobile had a strong 70 percent dealer sign-up for its "Olds Road Show Sales Rally" which touts specially equipped Olds models. It supplies co-op funds—one TV or newspaper ad for every two run by dealers—as part of the drive.

Seventh class from dealer school

NADA Academy graduates 18

NEW ORLEANS.—The NADA Dealer Candidate Academy graduated 18 people in December from its Class VII, which was held here.

The Academy, which was developed in 1979 to teach people to profitably operate a dealership, has had over 150 participants. In less than four years, 14 dealers have elected to sponsor a second student in the program.

Participation figures show that 37 percent of Academy graduates are now either the dealer, president or general manager of their own dealership. An additional 35 percent are department managers in dealerships for which they will one day assume responsibility.

The one-year program consists of six one-week group seminars at various locations across the country, followed by seven to eleven weeks of dealership work experience.

Each Academy student must be sponsored by a new-vehicle franchised dealer. The program requires a great deal of commitment from both the sponsoring dealer and the student.

The sponsoring dealer agrees to provide the rotating work experience required to complete the program, and the sponsor ensures that the candidate's dealership performance is adequately supervised.

• The dealer must make the monthly financial statement for the dealership available to the candidate and to the Academy for analysis. The dealer must recognize that the student will be away from the dealership for seven weeks of classes during the one-year program.

Finally, the sponsoring dealer guarantees payment of tuition and travel expenses to the classroom sessions. Classes are rotated to equalize travel expenses as much as possible.

Academy personnel are available to visit the dealership to discuss progress and to make recommendations.

Franklin (Bert) Saylor is the newly appointed administrator for the Academy. Working with him are NADA instructors Forrest (Woody) Miller and Allen Joppa.

Three new classes are scheduled to begin in 1983: Class X met for its first seminar Jan. 17. Class XI begins May 23 in Kansas City, Kans., and Class XII is slated for Sept. 12 in Washington. Space is still available in Classes XI and XII.

For more information, contact NADA Dealer Candidate Academy, 8400 Westpark Drive, McLean, Va. 22102, (703) 821-7227.

Mass. revises tax value base on private U.C. sales

BOSTON. — The stated price on the sale of a used car between individuals is to no longer be accepted, for sales tax purposes, by the Massachusetts Registry of Motor Vehicles and Department of Revenue.

Estimating that at least $500,000 a year is lost to Massachusetts in revenue because of individual falsification of true sales price of a car on a bill of sale (this to reduce the sales tax), Revenue Commissioner L. Joyce Hampers said the sales tax is now being calculated on basis of value assigned to the vehicle by the New England edition of the NADA Used-Car Guide.

Use of the guide is not expected to trigger generally higher prices or sales taxes on used-cars, according to a Revenue Department spokesman.

"We realize that there are a lot of clunkers, damaged and high-mileage cars not worth the book value," said the Revenue Department's Myron Auflero, "and so we have an abatement procedure."

Japanese makers poised for anticipated recovery

Continued from Page 50

gaining tremendous strength from its liaison with Ford. The Americans are buying manual and automatic transmissions for the U. S.-built Escorts, and will also buy larger transaxles for the Topaz models, thus giving TK economy of scale.

Then, TK is supplying Ford's operations in Australia and South East Asia with GLCs and 626s to replace Escort and Cortina kits. Finally, in Japan some Mazdas are being sold as Fords. It is also still possible that TK may supply Ford with the one-liter minicar it is currently developing. All this is good news for TK, if not for Ford.

One of the big questions on the international front concerns the triangle of GM, Isuzu and Toyota. Since GM owns a 34 percent stake in Isuzu, and has lent it a lot of money, a strong bond exists. Without its deals with GM, Isuzu would be in big trouble.

This spring, of course, Isuzu will introduce its J-car, which it hopes to sell at around 5,000 a month — optimistic in view of its weak sales network and the severe competition.

GM has already agreed to buy 200,000 of the new Isuzu 1.3-1.5 liter R-car annually starting in late 1984, and has since been negotiating to build this car in the U. S. as well in even larger volumes. For this reason, doubts about the plan for GM and Toyota to build new Corollas jointly in the U. S. are growing stronger.

Talks have dragged on far longer than expected, and now it has been announced that Toyota is to set up a big factory in Taiwan, with 50 percent of the output to be exported. This project is likely to dull Toyota's interest in the U. S. plan.

Indeed, Toyota has yet to show that it is an international company, and the recent negotiations, first with Ford and then with GM, emphasize the point.

But Toyota is very strong and once it makes up its mind to produce cars in the U. S. or Europe it will do so in a wholehearted way.

Meanwhile, Honda, and to a lesser extent, Nissan, are setting the pace in internationalism.

1983 Production and sales plans Japan

(Fully built up)

	Production (in millions)	Domestic sales	Exports
Toyota	3.25 (+3%)	1.6 (+5%)	1.65 (−0.6%)
Nissan	2.55 (+6%)	1.18 (+7%)	1.37 (+1.7%)
Toyo Kogyo	1.05 (+13.6%)	.420 (+6%)	.630 (+0.5%)
Mitsubishi	1.13 (+6%)	.550 (+7%)	.580 (+5.8%)
Honda	1.07 (+6%)	.450 (+15%)	.616 (+0.5%)

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Year's total is 411,299

Auto output 46 pct. ahead of 1982

By Patricia Hoffman
Staff Writer

Operations at all but two car facilities and overtime at General Motors' Detroit point and Ford Motor's St. Louis plant upped last week's domestic auto production 1.20 percent from the previous week's total.

The makers estimated output last week at 118,020 cars, up from the previous week's 116,615, and up 53.29 percent from last year's 76,993 units.

Year-to-date, there have been 411,299 cars assembled, a 46.13 percent gain from the 281,459 units built in the comparable 1982 period.

Breakdown for the year-to-date by company was: GM, 63.58 percent; Ford, 20.93 percent; Chrysler Corp., 9.77 percent; American Motors, 3.33 percent; Volkswagen of America, 2.29 percent, and Honda, 0.10 percent.

VWoA's Westmoreland facility closed last week (Jan. 24) for two weeks of inventory control. Only one of the two shifts will operate when production resumes Feb. 7, cutting output in half to 470 units a day.

According to a VWoA spokesman, the production cut is due to a weakness in the diesel and small-car markets. About 1,500 workers will be placed on indefinite layoff as a result.

Ford's Atlanta facility remained idle last week for model changeover. Assembly of 1983 Thunderbirds is slated to begin at the plant next month. The LTD and Marquis models are also produced there.

GM's Detroit plant operated 1.6 hours of daily overtime last week, plus two normal eight-hour shifts on Saturday (Jan. 29). Also working Saturday was Ford's St. Louis facility.

Eagle assembly resumed last week at AMC's Kenosha plant, following a one-week shutdown for inventory control.

The Ford San Jose plant, idle since the Christmas/New Year's holiday, returned last week after downtime due to overstocked inventory.

End of line for X-car in sight; Omega, Phoenix to go first

DETROIT. — General Motors is expected to begin phasing out its X-body cars in about 1½ years, with the last of the lines gone after '86.

The Oldsmobile Omega and Pontiac Phoenix will be the first to go. They are expected to be dropped after the '84 model year. Two years later, the Chevrolet Citation and Buick Skylark will be phased out.

The B-O-P divisions will pick up a new line of front-drive "N" series of cars in '85, close to X-car size.

The X-cars, introduced in the spring of 1979 as '80 models, served GM fairly well.

They chalked up 1,429,571 sales during their first two model years and provided GM engineers with front-drive design experience and the company with some componentry, later used in building the updated J and A-body lines.

X-car sales have tapered off of late, partially because of unfavorable publicity associated with recalls and safety defects and partially because of their market positioning.

Wedged between the slightly smaller J-cars and slightly larger A-bodies, the X-cars have been cannibalized by both.

Dealers have complained there is too much overlapping between the X cars and their sister J and A-car lines to make a strong sales case with prospective buyers.

As a body style, though, the X-cars will have had a fairly long run by the time they're gone. They'll have been on the market over five model years at two divisions and seven years at two more by the time they're phased out—hardly an untimely death, in Detroit's normal product life cycles.

Mazda East promotes Harcum, Reich, McCabe

JACKSONVILLE, Fla.—James T. Harcum and Charles Reich have been appointed vice presidents, and George McCabe has been named general sales manager of Mazda Motors of America (East), Inc. The firm is the Mazda importer for 18 states.

Harcum now is vice president service, and Reich is vice president parts. They formerly were service and parts managers, respectively. McCabe had been sales manager.

Year's car output in Canada shows gain of 35 pct.

The return of Ford Motor's St. Thomas car plant and the resumption of second-shift operations at General Motors' St. Therese facility helped boost last week's Canadian auto production 17.46 percent from the previous week's total.

The car manufacturer estimated 20,471 units last week, up from 17,428 the previous week, but output fell 1.71 percent from 20,827 units built in the comparable 1982 period.

Year-to-date, 69,797 cars have been assembled, a 35.51 percent gain over last year's 51,508.

Truck production last week was targeted at 9,500 units, down 5.39 percent from the previous week's 10,041, but up 4.83 percent from 9,062 units assembled the same week last year.

So far this year, 33,081 trucks have been completed, a 10.06 percent gain from 30,056 built in the comparable 1982 period.

American Motors' Brampton facility was idle last week (Jan. 24) due to overstocked inventory.

Back last week from inventory control was Ford's St. Thomas point. Operations were idled there last Dec. 20 for holiday downtime/inventory adjustment.

The second shift at GM's St. Therese car point returned last week, calling back about 1,500 workers from indefinite layoff. Full-sized Oldsmobile, Cutlass Supreme and Grand Prix models are assembled there.

Truck production climbs to 46,785; '83 now tops '82

Domestic truck production last week jumped 40.58 percent from the previous week's total as Ford Motor's Louisville and San Jose points and American Motors' Toledo (Jeep) facility returned following downtime due to overstocked inventory.

The manufacturers estimated 46,785 units last week, up from 33,279 the previous week, and up 16.71 percent from 40,088 units built in the comparable 1982 period.

For the year-to-date, the makers have assembled 129,059 trucks, a 3.62 percent gain over last year's 124,548.

Only one assembly point was idle last week (Jan. 24). Volkswagen of America's Westmoreland facility, remained closed. The plant has been down since June 28. Operations were slated to resume Feb. 7, but the start-up has been delayed until Feb. 21.

AMC's Toledo (Jeep) point and Ford's Louisville facility, both idle the week of Jan. 17, plus the Ford San Jose plant, idle since the Christmas/New Year's holiday break, resumed production last week following downtime for inventory control.

TRUCK PRODUCTION IN U. S.†

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
CHEVROLET	12,884	11,425	12,685	46,432	49,859	46,432
DODGE	7,500	3,399	2,425	9,925	9,648	9,925
FORD	17,409	14,043	11,368	44,786	33,079	44,786
GMC	4,742	4,815	4,732	16,221	17,438	16,221
INTERNATIONAL	1,030	1,163	1,019	3,364	4,445	3,364
VOLKSWAGEN	.....	687	.....	.....	1,329	.....
JEEP	2,170	3,106	.....	4,131	3,000*	4,131
AM GENERAL	50*	50*	50*	200*	150*	200*
MISCELLANEOUS	1,000*	1,400*	1,000*	4,000*	5,600*	4,000*
Total Trucks, U. S.	46,785	40,088	33,279	129,059	124,548	129,059

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
CHRYSLER CORP.	2,240	2,050	2,744	10,336	5,985	10,336
FORD MOTOR	3,000	2,971	2,984	6,512	6,495	6,512
GENERAL MOTORS	4,000	3,800	4,047	15,707	16,618	15,707
INTERNATIONAL	260	241	266	526	958	526
Total Trucks, Canada	9,500	9,062	10,041	33,081	30,056	33,081
N. American Trucks	56,285	49,150	43,320	162,140	154,604	162,140

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
AMERICAN MOTORS	3,800	1,990	3,064	13,701	3,200*	13,701*
AMC Total	800	.....	.....	1,631	.....	1,631
Spirit	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
Eagle	800	.....	.....	.....	.....	.....
Renault Total	3,000	.....	3,064	12,070	.....	12,070
Alliance	3,000	.....	3,064	12,070	.....	12,070
CHRYSLER CORP.	14,750	12,369	14,748	40,183	36,836	40,183
Plymouth Total	5,650	6,331	5,127	14,222	15,520	14,222
Horizon	2,100	2,235	1,902	4,002	6,018	4,002
Reliant	3,500	4,096	3,189	10,079	9,502	10,079
Caravelle ('83)	50	.....	36	141	.....	141
Chrysler Total	3,700	1,007	3,781	10,708	6,985	10,708
LeBaron	1,900	1,007	2,000	5,886	6,985	5,886
Chrysler E-Class	1,800	.....	1,781	4,822	.....	4,822
Dodge Total	5,400	5,031	5,840	15,253	14,331	15,253
Omni	2,000	1,706	2,209	4,209	5,380	4,209
Aries	2,300	3,029	2,324	7,292	6,783	7,292
Dodge 400	700	296	624	1,858	2,168	1,858
Dodge 600	400	.....	683	1,894	.....	1,894
FORD MOTOR	29,364	10,508	25,686	86,083	40,642	86,083
Ford Division	18,441	5,561	15,637	51,623	22,581	51,623
Escort	7,558	2,948	5,796	13,354	9,293	13,354
Fairmont	2,992	.....	2,950	11,917	3,084	11,917
Mustang	1,414	.....	1,664	6,363	4,311	6,363
LTD/Granada	3,214	1,294	2,930	12,313	3,140	12,313
Thunderbird	2,100	1,195	1,280	3,991	2,502	3,991
Crown Victoria/Ford	1,027	.....	1,017	3,549	.....	3,549
EXP	136	124	.....	136	251	136
L-M Division	10,923	4,947	10,049	34,460	18,061	34,460
Mercury Total	8,857	3,102	7,988	26,198	11,585	26,198
Lynx	1,724	564	1,677	3,401	2,261	3,401
Capri	594	.....	382	1,609	1,020	1,609
Zephyr	973	.....	975	3,733	1,472	3,733
Marquis/Cougar	1,302	718	1,078	4,275	2,126	4,275
Cougar/XR7	1,050	437	639	1,982	744	1,982
Gr. Marquis/Marquis	3,173	1,315	3,237	11,157	3,913	11,157
LN7	41	68	.....	41	49	41
Lincoln Total	2,066	1,845	2,061	8,262	6,476	8,262
Continental ('82)	413	368	411	1,651	1,825	1,651
Lincoln	884	808	868	3,696	2,508	3,696
Mark VI	769	669	782	2,915	2,143	2,915
GENERAL MOTORS	70,006	50,309	69,738	261,488	193,526	261,488
Buick Division	17,737	12,308	17,947	64,993	43,614	64,993
Skylark	2,880	578	3,569	6,723	4,462	6,723
Skyhawk J	1,380	1,637	1,418	5,884	3,244	5,884
Century	2,710	2,642	1,983	10,156	8,839	10,156
Regal	5,708	3,612	5,930	22,650	11,572	22,650
Buick	4,390	3,375	4,366	16,739	13,284	16,739
Riviera	669	464	681	2,841	2,213	2,841
Cadillac Division	7,385	5,914	7,421	27,944	20,098	27,944
Cimarron	500	172	481	2,058	491	2,058
Seville	560	506	568	2,227	1,402	2,227
Eldorado	1,645	1,638	1,667	6,458	4,199	6,458
Cadillac	4,680	3,596	4,705	17,201	14,006	17,201
Chevrolet Division	19,881	14,686	20,006	74,372	53,239	74,372
Chevette	4,553	3,333	4,451	13,995	3,350	13,995
Cavalier	3,025	1,833	3,085	12,121	13,466	12,121
Celebrity	1,450	1,441	1,421	5,749	4,096	5,749
Camaro	3,945	3,553	3,651	15,302	13,547	15,302
Citation	2,595	3,595	2,575	8,921	11,044	8,921
Malibu	2,539	.....	2,335	9,574	2,115	9,574
Monte Carlo	1,093	.....	1,883	6,212	2,003	6,212
Chevrolet	585	327	567	2,352	1,265	2,352
Corvette	96	604	38	146	2,353	146
Oldsmobile Division	18,457	11,134	17,078	68,640	51,433	68,640
Omega	2,519	.....	1,743	4,262	4,894	4,262
Firenza	790	1,634	782	2,840	3,261	2,840
Cutlass	5,100	.....	5,176	21,225	9,533	21,225
Cutlass/Ciera	2,440	3,203	1,727	9,074	9,647	9,074
Oldsmobile	6,765	5,291	6,792	27,964	21,466	27,964
Toronado	843	1,006	858	3,275	2,632	3,275
Pontiac Division	6,546	6,267	7,286	25,539	25,142	25,539
Acadian†	.....	.....	216	394	.....	394
2000	1,595	.....	1,608	6,272	1,839	6,272
1000	891	240	1,187	2,764	331	2,764
Firebird	1,575	2,047	1,473	6,244	7,051	6,244
Phoenix	715	670	685	2,175	2,981	2,175
G. Prix/B'ville ('83)	1,760	3,310	2,117	7,690	12,940	7,690
A6000	.....	.....	.....	.....	.....	.....
LeMans	.....	.....	.....	.....	.....	.....
Pontiac	.....	.....	.....	.....	.....	.....
HONDA*	100*	.....	100*	400*	.....	400*
VOLKSWAGEN	.....	3,508	3,279	9,444	7,055	9,444
CHECKER	.....	100*	.....	.....	200	.....
Total Cars, U. S.	118,020	76,993	116,615	411,299	281,459	411,299

CANADIAN CAR PRODUCTION

	Week Ended Jan. 29, 1983	Week Ended Jan. 30, 1982	Week Ended Jan. 22, 1983	Jan. to Date	Jan. 1 to Jan. 30, 1982	Jan. 1 to Jan. 29, 1983
AMERICAN MOTORS	.....	607	927	2,902	1,382	2,902
CHRYSLER CORP.	3,456	3,265	4,238	16,196	13,072	16,196
FORD MOTOR	8,310	7,436	3,726	16,093	11,256	16,093
GENERAL MOTORS	8,480	9,294	8,312	33,706	24,900	33,706
VOLVO	225	225	225	900	898	900
Total Cars, Canada	20,471	20,827	17,428	69,797	51,508	69,797
N. American Cars	138,491	97,820	134,043	481,096	332,967	481,096
N. American Trucks	56,285	49,150	43,320	162,140	154,604	162,140
North American Cars and Trucks	194,776	146,970	177,363	643,236	487,571	643,236

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.
*—Honda figures are estimated. Actual Honda production totals will be released next Spring.

General Motors' Moraine facility operated four nine-hour shifts last week.

All other truck points were reported operating normal eight-hour shifts last week.